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- ☐ 1. [Pushmepullyou; Anonymous; The Economist](#), London; Nov 16, 1996; Vol. 341, Iss. 7992; pg. S16, 1 pgs

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## Pushmepullyou

*The Economist*, London; Nov 16, 1996; [Anonymous](#);

**Volume:** 341  
**Issue:** 7992  
**Start Page:** S16; UK S12  
**ISSN:** 00130613  
**Subject Terms:** [Software](#) reviews  
[Web browser](#)  
[Information retrieval](#)  
[Multimedia computer applications](#)  
[Web sites](#)  
[Television](#)  
[Searches](#)  
[Information technology](#)  
**Classification Codes:** [5240: Software & systems](#)  
[9120: Product specific treatment](#)  
[9190: US](#)  
**Geographic Names:** [US](#)  
**Companies:** [PointCast Inc](#)  
[Marimba Inc](#)

### Abstract:

*The distinction between the World Wide Web and the rest of the Internet can be seen as one between push and pull media. The Internet really encompasses 2 very different media: things like e-mail that simply show up in the computer every day unbidden (push), and the Web, which a user must consciously make an effort to view (pull). Some Web sites started off with little pushes. The more demanding users can now use off-line Web **browsers** to retrieve their favorite Web pages. Unfortunately, these off-line **browsers** are complicated to use. **Pointcast** is a program that runs in the background of a PC while the user works. Every hour or so, **Pointcast** takes in news, sports and even lottery results from the Internet and stores them. On command, it starts displaying the gathered stories, replete with CNN-like graphics and **advertising**. Marimba, a Californian startup company, has developed a similar type of technology called Castanet.*

### Full Text:

Copyright Economist Newspaper Group, Incorporated Nov 16, 1996  
[Headnote]

For all the Web's multimedia riches, surfing is still a lot more trouble than simply turning on the TV. Something between the two is in prospect

ASK a geek to explain the difference between the World Wide Web and the rest of the Internet, and the chances are he will mumble something about the Web being the whizzy multimedia part, with pictures and sound. True, as far as it goes. But there is another, more important, distinction, one that even the digerati are just now starting to appreciate. The Internet really encompasses two very different media: things like e-mail that simply show up on your desk every day unbidden, and the Web, which you must consciously make an effort to view.

From the perspective of the media industry, these two look as different as the cinema and television. The first requires lots of advertising and promotion, including "trailers", to draw viewers; the second can count on channel surfers to tune in to sample its programmes. The distinction can be thought of as one between "push" and "pull" media. Broadcasters "push" television at viewers, so it shows up on their screen without any effort on their part; film studios must "pull" viewers into cinemas.

The Web is "pull" taken to the extreme. It is as if there were thousands of films on show at the same time. Or, to use another analogy, it is the world's biggest magazine stall, with each Web site an individual title, jostling for the attention of browsers in rivalry with at least half-a-million others. Viewers face a bewildering amount of competition for their attention, and most of what is on offer can be sampled at no cost. Even a site that attracts potentially loyal viewers risks having them seduced away to other sites by hyperlinks. Cursed by the short attention span of the stereotypical Net surfer, some viewers simply forget where they have been before. No wonder few Web sites are making money.

This excess of choice is tough on the viewer, too. He finds it hard to work out exactly what he likes reading, and even harder to keep up with all that is available. As the surfer's "bookmark" list of favourite sites gets longer and longer, the chore of fetching content that changes by the day gets oppressive.

The answer to this problem suggests itself if the surfer won't go to the Web site, send the Web site to the surfer. Make the Web more like e-mail, "pushing" a site on to readers' screens without any effort on their part. In the real world of newspapers and magazines, this is a routine operation: it is exactly what a subscription does. Doing it with state-of-the-art Web sites, with glitzy graphics, sounds and creative animations, is a harder task.

Some Web sites started off with little pushes. The first ones, like the hipper-than-hip HotWired, sent out regular messages by e-mail to readers. These drew attention to new articles on HotWired and, perhaps more significantly, continued to remind fickle surfers that the site actually still existed.

But plain-looking e-mail is unlikely to satisfy the millions of Web surfers who have a penchant for noises and garish colours. These more demanding folk can now use "off-line Web browsers" to retrieve their favourite Web pages automatically-often without having to be physically present and put up with the delays that are the hallmark of the Web. Unfortunately, these off-line browsers are fiendishly complicated to use. And while they add an element of pushiness to the Web, this is really only a facade. Since Web sites are designed to be viewed on-line, browsing them off-line can have unpredictable consequences, with links that go nowhere and missing material.

What really excited the geeks this summer was Pointcast, described as a cross between television and the Web. It is just a program, running quietly in the background of your PC as you work. Every hour or so, Pointcast slurps news, sports and even lottery results from the Internet and stores them. On command-or once the computer has been out of action for a few minutes-it starts displaying the gathered stories, replete with cNN-like graphics and advertising. Readers can choose the sort of information they want to receive and how often they would like to have it updated. Once they have done so, everything else is automatic: it is as if your Pc simply always knows the latest news and real-time share prices, and can display them at the click of a mouse.

Marimba, a Californian start-up company, has developed a similar type of technology called Castanet (not a reference to the musical instrument but a dreadful Internet pun). Castanet takes the Internet vocabulary back to the days of radio: servers become transmitters, browsers become receivers. A Castanet receiver works the same way a radio receiver works: it tunes into a transmitter and picks up whichever station you are tuned to. Unlike e-mail distribution, Castanet will allow a publisher to send out multimedia content.

But Marimba's push model has snags: users may not want to receive everything they are sent and (which is perhaps more irksome) it will be cumbersome for the many Internet users who dial into the Net. These users, in contrast to those at universities and big companies, are connected to the Internet infrequently-and most are handicapped by

possessing modem connections that are simply not capacious enough for multimedia information.

Pointcast suffers similar defects. For a big company with a fast, open connection to the Net, Pointcast can turn acres of the computer screen into colourful snapshots of information. But for the Internet's millions of dial-up surfers, Pointcast offers precious little.

Perhaps the biggest argument against turning a Net surfer into a couch potato is that it implies a return to a less desirable part of television: in producing massmarket junk in an effort to attract as many viewers as possible, it ends up pleasing almost nobody. Much of this is a result of the lowest-common-denominator nature of a broadcast medium; the chances are slim that whatever is on at a particular moment is exactly what you feel like watching. In contrast, Web surfing is a laser-focused process of picking exactly what you want, when you want it. The viewer is in control. Even the best of the Web's push schemes can offer only the crudest customisation; their viewers can pick channels of interest, not specific shows. Today's Web surfers may still scoff, but tomorrow's, reared on a remote control, will feel right at home.

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THE WALL STREET JOURNAL.

**Business Brief -- Macromedia Inc.: Home Shopping Network Will Use Firm's Software***Wall Street Journal*; New York; Sep 26, 1994;**Edition:** Eastern edition**Start Page:** B10**ISSN:** 00999660**Abstract:**

Macromedia Inc., San Francisco, said Home Shopping Network Inc. will use Macromedia's software to sell merchandise to home personal computer users over the Internet.

**Full Text:**

Copyright Dow Jones & Company Inc Sep 26, 1994

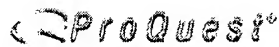
Macromedia Inc., San Francisco, said Home Shopping Network Inc. will use Macromedia's software to sell merchandise to home personal computer users over the Internet.

A new Home Shopping subsidiary, Internet Shopping Network, will use Macromedia's Director product to develop software for displaying goods on PCs, including advanced graphics, animation and video clips, Macromedia said. Other companies are expected to use Director to develop interactive advertising that will be used by the network.

The deal won't have an immediate financial impact on Macromedia, said John C. Colligan, its president and chief executive officer. Macromedia has agreed to let Home Shopping distribute a version of Director, without charge, that will allow PC users to play the new shopping software. Over time, Mr. Colligan said, Macromedia will benefit as Director becomes a standard tool for developing interactive shopping and advertising.

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## Dimension X introduces the first Java Web development tool for end-users

Business Wire; New York; May 01, 1996; [McFeely, Megan](#);

Sic:7372

Start Page: 1

Subject Terms: [Software industry](#)  
[Product introduction](#)

Classification Codes: 8302: *Software & computer services industry*  
7500: *Product planning & development*

Geographic Names: US  
San Francisco  
Pacific  
CA

Companies: [Dimension X](#) Sic:7372

### Abstract:

May 1, 1996--**Dimension X**, a leader in the Java development community, announces today at Internet World a pre-release of its new product, **Liquid Motion**. This progressive and flexible tool delivers power to programmers, extends the creative abilities of designers and provides ease-of-use to consumers. **Liquid Motion** gives users the ability to create 2-D animations and bring Web pages to life with the click of a mouse. The first wave of **Liquid Motion** is available at Internet World. "Liquid Motion is the kind of tool Starwave has been looking for to really leverage Java on our services," (ESPN-SportsZone) said Patrick Naughton, senior vice president of technology, Starwave. (excerpt)

### Full Text:

Copyright Business Wire May 01, 1996

May 1, 1996--Dimension X, a leader in the Java development community, announces today at Internet World a pre-release of its new product, Liquid Motion.

This progressive and flexible tool delivers power to programmers, extends the creative abilities of designers and provides ease-of-use to consumers. Liquid Motion gives users the ability to create 2-D animations and bring Web pages to life with the click of a mouse. The first wave of Liquid Motion is available at Internet World.

"Liquid Motion is the kind of tool Starwave has been looking for to really leverage Java on our services," (ESPN-SportsZone) said Patrick Naughton, senior vice president of technology, Starwave.

While Java remains a high-level programming language, **Liquid Motion gives artists and consumers a drag and drop interface for easy creation, editing and sequencing of 2-D Java animations. These animations can be authored and delivered on any platform.**

This means animations are authored only once and then are accessible through any Java compatible browser automatically, without downloading plug-ins. Anyone with Netscape 2.0, Hot Java or Internet Explorer 3.0 can see the animations in their full glory.

**"Dimension X continues to demonstrate their lead in Java technology by making 2-D interactive animations easy to create," said Arthur van Hoff, architect of Java and co-author of Hot Java.**

Liquid Motion is extensible, allowing for the incorporation of tailored sound, image and behavior libraries. Java code written to the Motion Engine API (Application Programmer Interface) is seamlessly incorporated into Liquid Motion's user interface. This provides an ever expanding tool chest from which artists can select and to which programmers can add.

**"When artists and engineers build astounding Java-based content for the Internet, they'll put them in Liquid Motion," said Jack Eastman, chief technology officer, Berkeley Systems Inc.**

Liquid Motion features include sprite and audio sequencing, motion path control, content management and support for interactive behavior functionality. Liquid Motion generates an animation script and an HTML file for quick and easy insertion into Web pages and takes advantages of all the features of the Java language, such as platform independence, object orientation, and multi-threading.

**"We knew over a year ago when we started creating tools in Java that we had something unique, and it became a goal of ours to supply this type of power and extensibility to the people who have the artistic vision. We are proud to be the first to offer a true end-user Java tool," said Scott Fraize, chief technology officer.**

#### Features

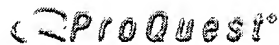
-- Completely coded in Java and runs on all platforms; -- Support for all commonly used file formats: GIF, AU, JPEG; -- Support for new and custom behaviors with the Motion Engine API; -- Can embed Scenes within Scenes; -- Supports motion and path behaviors, including splined motion; -- Timing and Frame Rate control; -- Interactive behaviors supported; -- Scenes are saved in an editable script language.

**Liquid Motion is the first of a series of tools from Dimension X that will bring advanced technology to consumers, designers and non-engineers, enabling them to invigorate static scenes complete with audio, movement and behaviors.**

Note to Editors: Dimension X, founded in February of 1995, was the first to blend Java and VRML, thus unifying disparate web technologies and creating powerful tools for users. Clients include: Sega of America, MCA Records, Intel, Fox Broadcasting, AT&T, Kenwood, and Entertainment Radio Networks.

Dimension X is located at 235 Pine St., Suite 1300, San Francisco, CA 94104. For more information about Dimension X, Liquid Reality, Liquid Motion or Java, visit the Dimension X web site, <http://www.dimensionx.com>, or for pricing contact Munjal Shah at 415/296-0100.

Liquid Reality and Liquid Motion are trademarks of Dimension X. Java is a trademark of Sun Microsystems Inc.


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## Home Shopping Network chooses Macromedia Director software to bring shopping to the Internet

 PR Newswire; New York; Sep 26, 1994; [Leong, Mary](#);

Duns:07-690-2113

Section: 1

Start Page: 1

 Subject Terms: [Television programs](#)
[Software industry](#)
[Retailing industry](#)
[Pacific](#)
[Advertising](#)

Classification Codes: 8390: Retail stores, includes groceries

8330: Broadcasting &amp; communications industry

8302: Software &amp; computer services industry

7200: Advertising

Geographic Names: US

San Francisco

CA

 Companies: [Macromedia](#)
[Home Shopping Network Inc](#) Ticker: HSN Duns:07-690-2113

### Abstract:

Ⓢ **Macromedia** (Nasdaq: MACR), the leader in multimedia software tools, and Home Shopping Network, Inc. (Nasdaq: HSN), a leader in television merchandising and retailing, will develop software based upon **Macromedia** Director for use in its Internet Shopping Network subsidiary. Director will also be used by creative agencies worldwide to author highly interactive advertising and realistic depictions of brand-name merchandise to be played back over the Internet. With Ⓢ **Macromedia's** software, HSN will be able to combine high quality graphics, animation, video and sound to present a dazzling interface to consumers on the Internet. "We chose **Macromedia** Director because it is already the standard for creative professionals and provides an extensible, rich environment for creating a compelling shopping experience," said Randy Adams, president of HSN's Internet Shopping Division. "We're going beyond the current text and graphics-based clients on the Internet, and will be providing an exciting easy-to-use multimedia interface." (excerpt)

### Full Text:

Copyright PR Newswire Sep 26, 1994

Ⓢ **Macromedia** (Nasdaq: MACR), the leader in multimedia software tools, and Home Shopping Network, Inc. (Nasdaq: HSN), a leader in television merchandising and retailing, will develop software based upon Macromedia Director for use in its Internet Shopping Network subsidiary. Director will also be used by creative agencies worldwide to author highly interactive advertising and realistic depictions of



brand-name merchandise to be played back over the Internet.

With Macromedia's software, HSN will be able to combine high quality graphics, **animation**, video and sound to present a dazzling interface to consumers on the Internet. "We chose **Macromedia Director** because it is already the standard for creative professionals and provides an extensible, rich environment for creating a compelling shopping experience," said Randy Adams, president of HSN's Internet Shopping Division. "We're going beyond the current text and graphics-based clients on the Internet, and will be providing an exciting easy-to-use multimedia interface."

HSN plans to release its new interactive shopping software in the first quarter of 1995. Because HSN has integrated **Director "run-time"** into its software, **advertising** agencies and merchandisers will be able to provide interactive **advertising** and product demonstrations in **Director** format. Productions can be created in Director that are compatible with HSN's shopping system and will be distributed over the Internet for playback on the customer's computer.

"Advertising agencies and consumer products companies can begin developing their on-line **advertising** today using **Macromedia Director**," said John C. (Bud) Colligan, president and CEO of Macromedia. "We are pleased to bring multimedia capability to the more than 25 million Internet users."

The most powerful authoring tool for multimedia production, Director for Windows or Macintosh is targeted at design, graphics, animation and video professionals who need precise control over their interactive productions. Director features an artistic design environment with a stage, cast and score, 24 bit paint program, special graphics and effects, frame by frame animation and video control, multiple sound channels and Lingo, an easy-to-use object oriented scripting language for extensibility. **Director** is used by more than 150,000 people to create interactive **advertising**, presentations, product demos, kiosks, simulations, reference materials and entertainment and educational titles.

Home Shopping Network's subsidiary, Home Shopping Club, Inc. (HSC), operates 24-hours-a-day, seven-days-a-week and airs on cable and broadcast television nationwide. Its three channels represent a combined reach of more than 60 millions television households. HSC boasts sophisticated fulfillment capabilities and state-of-the-art telephone operations, with 20,000 phone lines operated by automated and live representatives. HSN has a number of other subsidiaries engaged in business ranging from credit and insurance to TV production and catalogs.

Macromedia, the leader in multimedia software tools, offers a full range of products for the Windows and Macintosh platforms. The company's flagship products include: Authorware(R) Professional, the premier multiplatform authoring tool for interactive learning; **Macromedia Director**(R), the industry-standard **animation** and authoring tool for multimedia production; MacroModel(TM), a spline-based 3D modeling tool for multimedia, graphics and product design; Action!(TM), the award-winning business presentation application with motion, sound and interactivity; and SoundEdit 16(TM), the easy-to-use digital sound recording and editing solution.

For more information on Macromedia products, please call 800-288-4797, 415-252-2000, or fax 415-626-1502. You can also reach Macromedia on-line: America On-Line: Keyword: MACROMEDIA, Compuserve: GO MACROMEDIA, Internet: macropr@macromedia.com.

NOTE: Authorware Professional, Director and Macromedia are registered trademarks of Macromedia. Action! and MacroModel are trademarks of Macromedia. All other products or services are identified by the trademarks or service marks of their respective companies.

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## 10. MICROSOFT LICENSES GRAPHICS FROM STARTUP

*Interactive Daily; Potomac; Oct 28, 1996;*

**Start Page:** 1  
**ISSN:** 1083141X  
**Subject Terms:** COMMUNICATIONS TECHNOLOGY  
TECHNOLOGY  
BUSINESS DATA PROCESSING  
SOFTWARE & DATA PROCESSING  
MEDIA  
PUBLISHING  
BOOKS  
COMPUTERS  
SERVICES  
BUSINESS SERVICES  
OTHER BUSINESS SERVICES  
**Companies:** MICROSOFT CORPORATION

**Full Text:***Copyright Phillips Business Information Corporation Oct 28, 1996*

San Francisco startup Dimension X Inc. today will unveil its tool for creating interactive animated content in Java, which some analysts claimed could challenge Macromedia Inc.'s leading animation development tool, Director. The company's **Liquid Motion Pro** is said by the company to be easy to use, and so will decrease creative development cycles--and ultimately development costs. "With the release of **Liquid Motion Pro**, Dimension X aggressively leverages its expertise in Java to position itself as the rival to Macromedia's Director," said Neil Weintraut, partner in analysis firm Twenty First Century Internet. **Liquid Motion pro** enables developers to incorporate Java applets with sound and interactivity into web sites and presentations.

Last summer, Dimension X--with only 35 employees--shocked industry observers when Microsoft Corp. licensed its 3D graphics technology in Microsoft's Internet Explorer (ID 8/7/96). An early developer of tools using Sun Microsystems Java programming language, Dimension X beat out big players like Silicon Graphics Inc. when it licensed its Liquid Reality that is compatible with Microsoft's ActiveX. (Dimension X, Karl Jacob, pres, 415-243-0900)

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